

## ***European Association for Viewers Interests – Child Protection Policy***

At EAVI, we are committed to safeguarding the rights, safety, and wellbeing of children in all aspects of our work. As a European civil society organisation at the forefront of media literacy, we recognise the unique opportunities and challenges that the digital and media landscape presents to children and young people. Our Child Protection Policy ensures that our activities, resources, and engagements actively advocate for the protection of children and promote their healthy, safe, and mindful participation in media and digital environments.

### **Our Principles**

- **Child-centred approach:** EAVI prioritises the digital rights and best interests of children in all of its initiatives, which are in line with the UN Convention on the Rights of the Child.
- **Empowerment through education:** We aim to equip children, parents, teachers, and caregivers with the knowledge and tools to navigate digital spaces safely and responsibly.
- **Safe participation:** We ensure that any child involvement in our projects, events, campaigns, or research is voluntary, safe, and ethically sound, with informed consent from parents or legal guardians.

### **Scope of Application**

This policy applies to all EAVI staff, collaborators, researchers, media literacy ambassadors, volunteers, and partners involved in projects that may affect or engage children directly or indirectly.

### **Our Commitments**

1. **Digital Wellbeing & Literacy:** Through initiatives such as “Empowering Parents in the Digital Age” and our multilingual campaigns like *Moji & Meme*, *A Journey to Media Literacy*, and *REFRESH*, we promote mindful digital use and resilience among children and adolescents.
2. **Safe Content Creation & Dissemination:** All learning materials, videos, and online content produced by EAVI are age-appropriate, inclusive, and free from harmful, discriminatory, or exploitative elements.
3. **Ethical Research & Participation:** In EU-funded projects and public events, such as the Voices Festival, we adhere to GDPR and ethical research standards to protect children’s data, image, and privacy.
4. **Capacity Building for Caregivers:** We provide accessible resources, workshops, and toolkits, as well as organising relevant events to support educators and parents in fostering safer digital environments for children.
5. **Reporting & Response Mechanisms:** EAVI has clear procedures for reporting concerns related to child safety. Allegations of misconduct or abuse will be treated with seriousness, confidentiality, and urgency.

By embedding child protection into our media literacy mission, EAVI strives to ensure a better internet and media environment for children across Europe.